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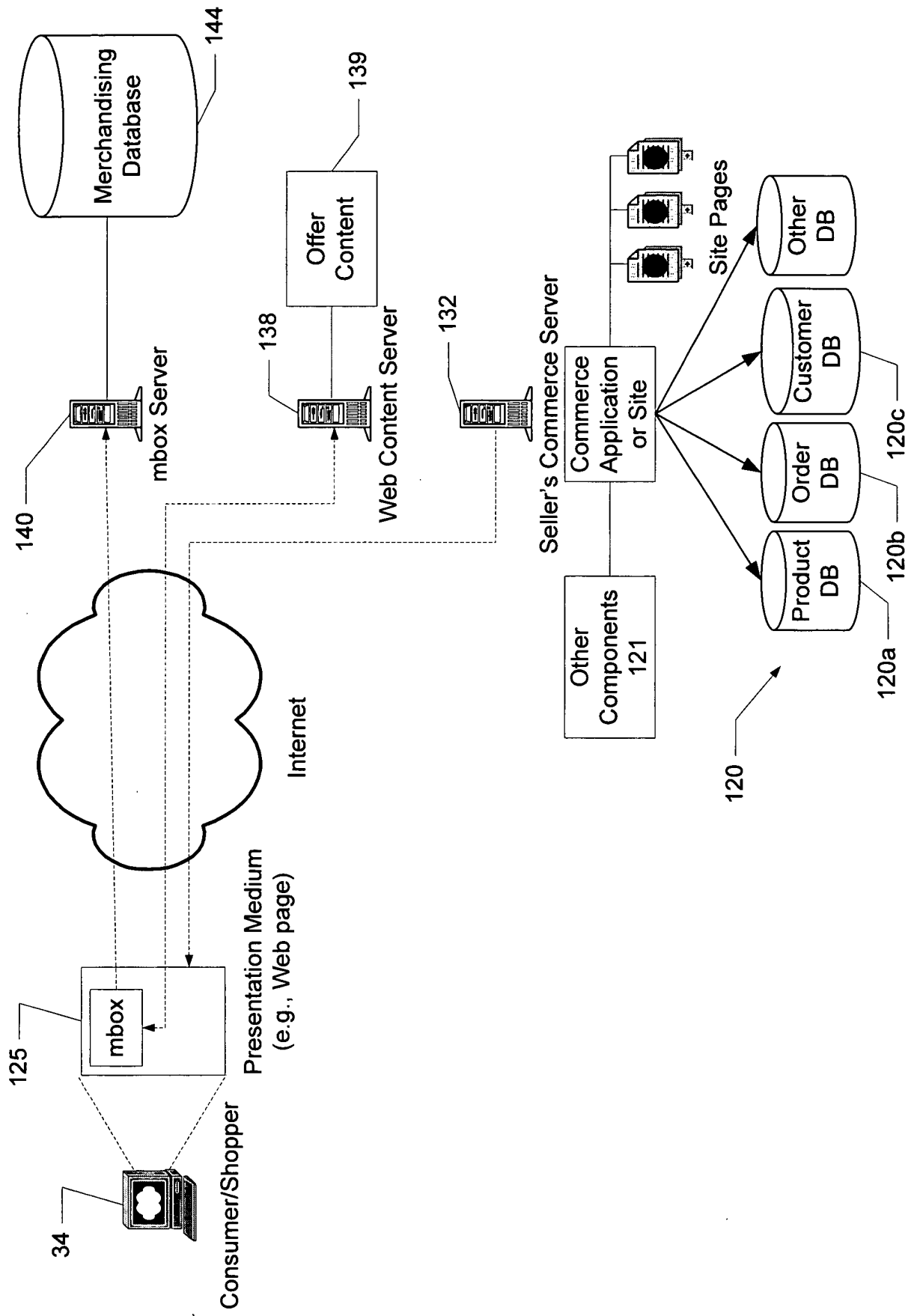


FIG. 1

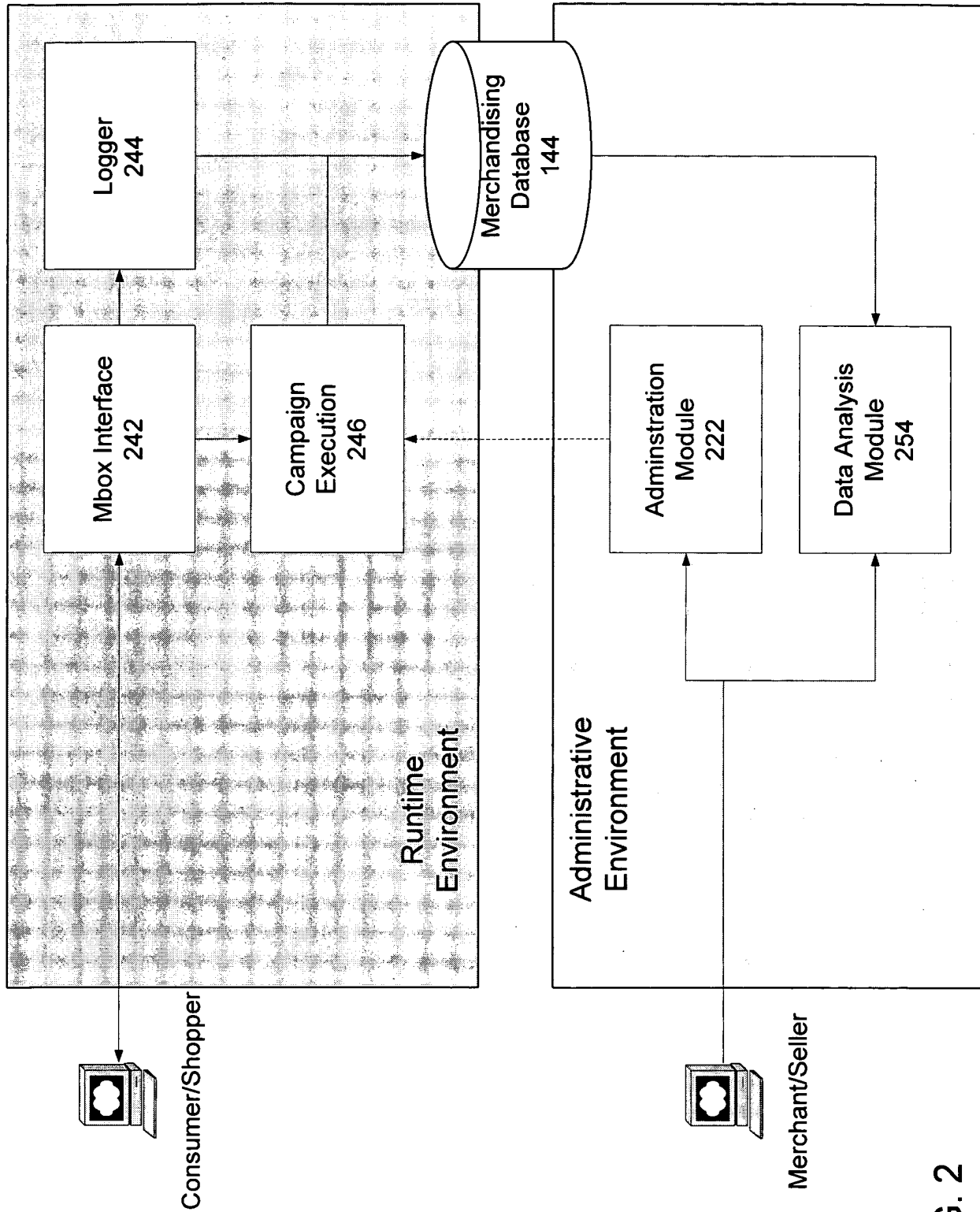


FIG. 2

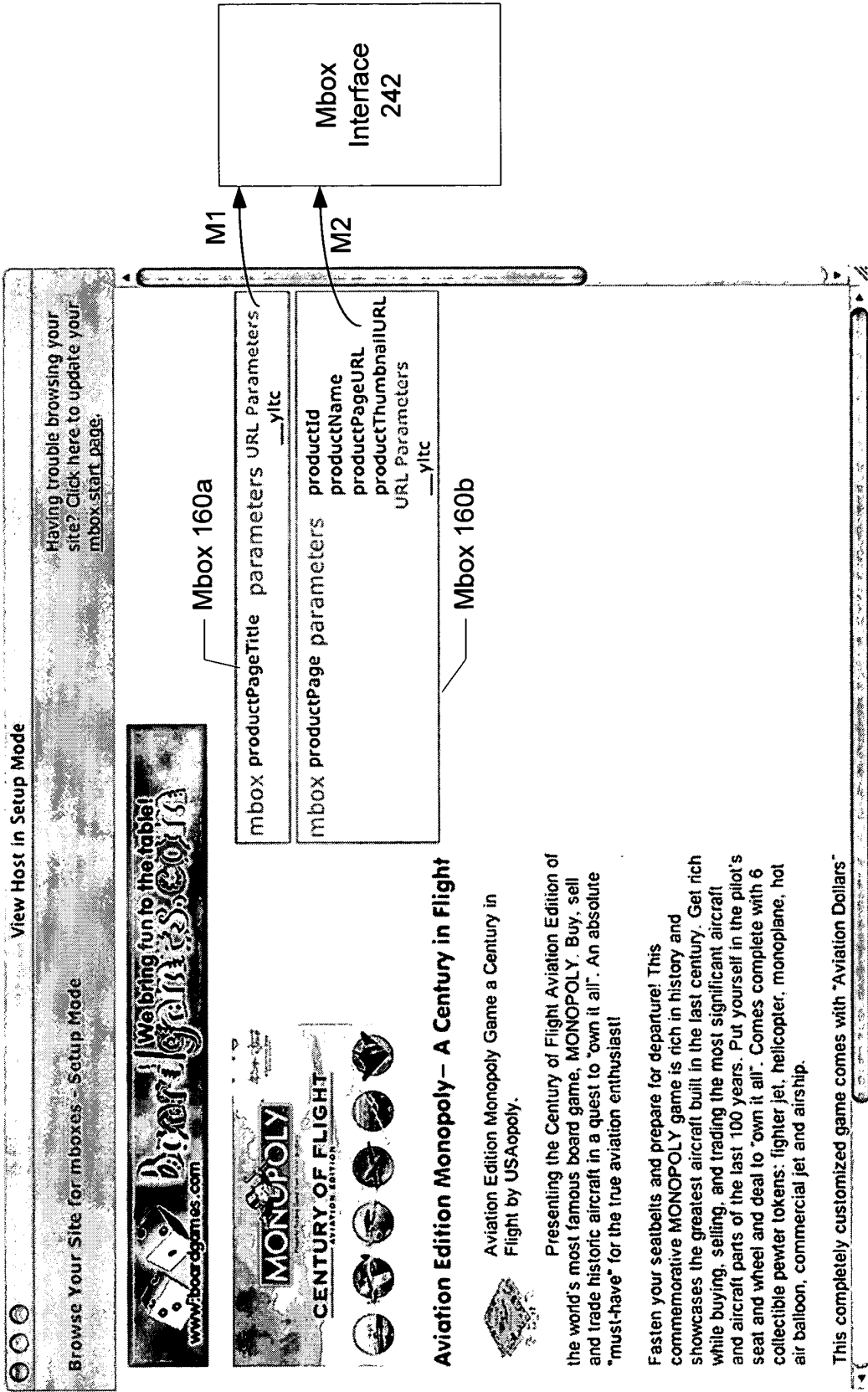


FIG. 3

Aviation Edition Monopoly - A Century in Flight

http://boardgames.com/avedmoncenin.html Q- Google

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Campaign List Aviation Edition Monop...

MONOPOLY
CENTURY OF FLIGHT

Aviation Edition Monopoly - A Century in Flight

Aviation Edition Monopoly Game a Century in Flight by USAopoly.

Presenting the Century of Flight Aviation Edition of the world's most famous board game, MONOPOLY. Buy, sell and trade historic aircraft in a quest to "own it all". An absolute "must-have" for the true aviation enthusiast!

Fasten your seatbelts and prepare for departure! This commemorative MONOPOLY game is rich in history and showcases the greatest aircraft built in the last century. Get rich while buying, selling, and trading the most significant aircraft and aircraft parts of the last 100 years. Put yourself in the pilot's seat and wheel and deal to "own it all". Comes complete with 6 collectible pewter tokens: fighter jet, helicopter, monoplane, hot air balloon, commercial jet and airship.

This completely customized game comes with "Aviation Dollars" and 6 collectible pewter tokens: fighter jet, helicopter, monoplane, hot air balloon, commercial jet and airship.

Game includes: Game Board · Title Deed Cards · "Aviation Dollars" Money & Banker's Tray · Jets & Props Cards · 32 Hangars · 12 Airports · 6 Collectible Pewter Tokens: Fighter Jet, Helicopter, Monoplane, Hot Air Balloon, Commercial Jet, Airship.

Other Customer Favorites

Mbox 160a

Lord of the Rings Monopoly Trilogy Edition

Lord of the Rings Risk The Trilogy Edition

Risk 2210 A.D.

Axis and Allies Board Game

Settlers of Catan

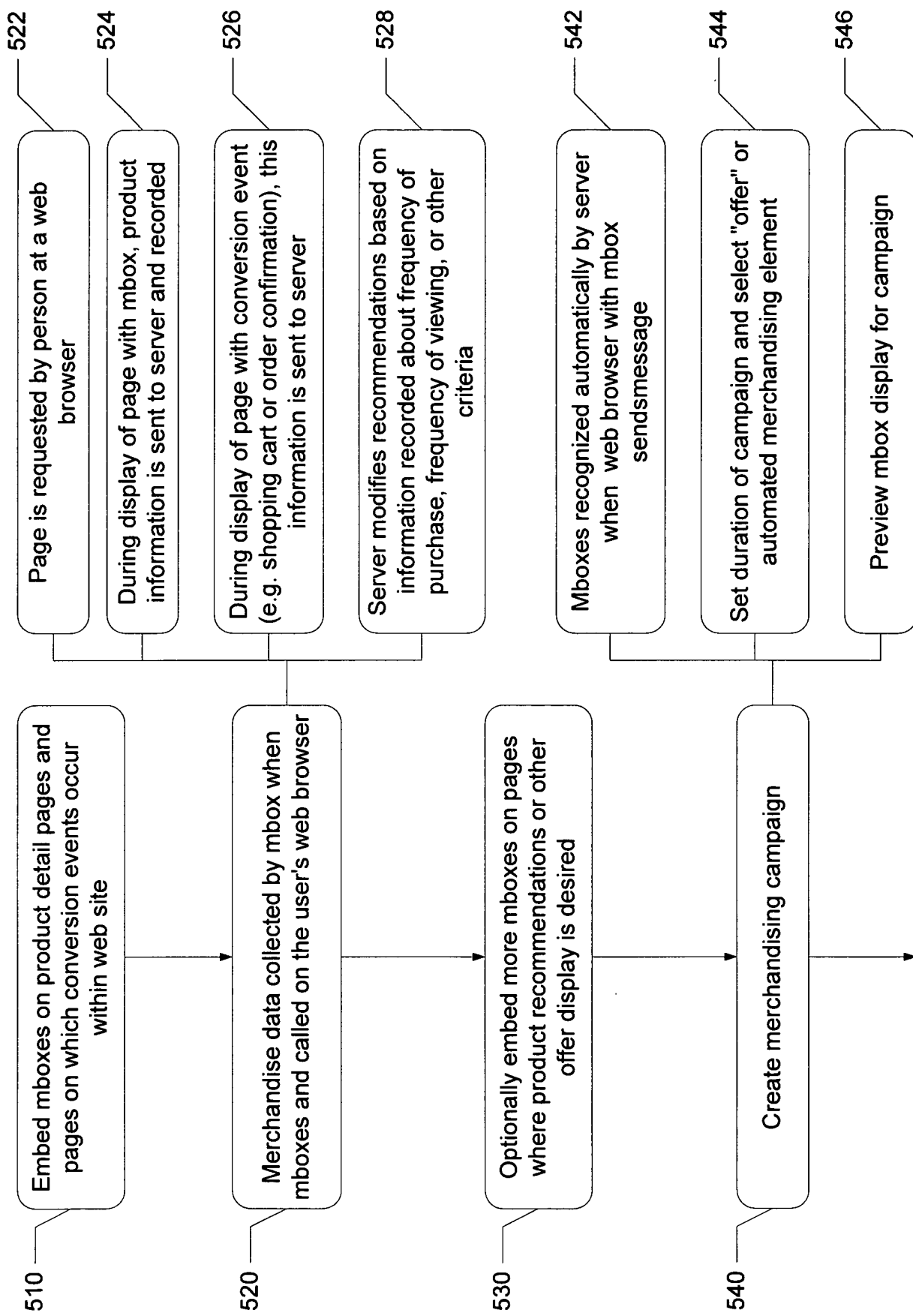
Lord of the Rings Chess Set: The Return of the King

Mbox 160b

Dirty Minds

Mbox Interface 242

FIG. 4



TO FIG. 5B

FIG. 5A

FROM FIG. 5A

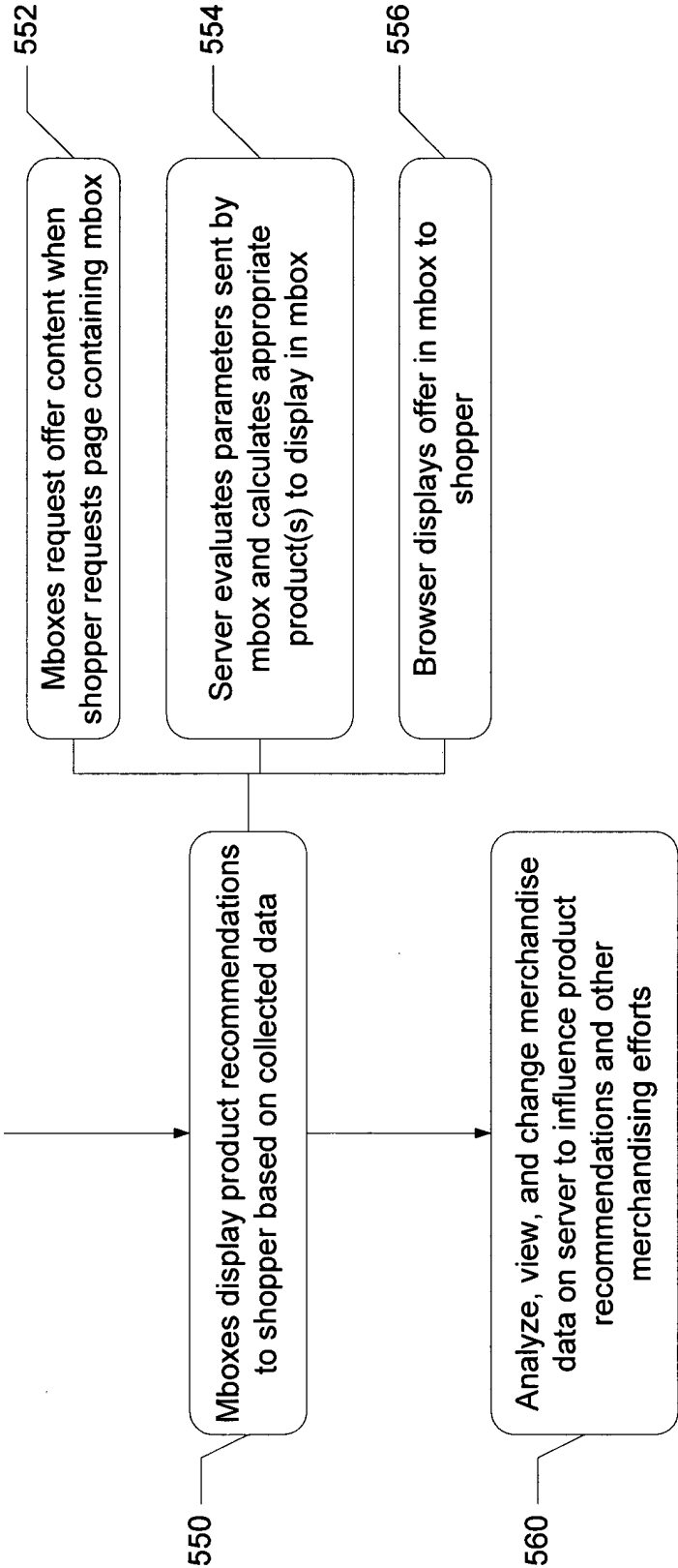


FIG. 5B

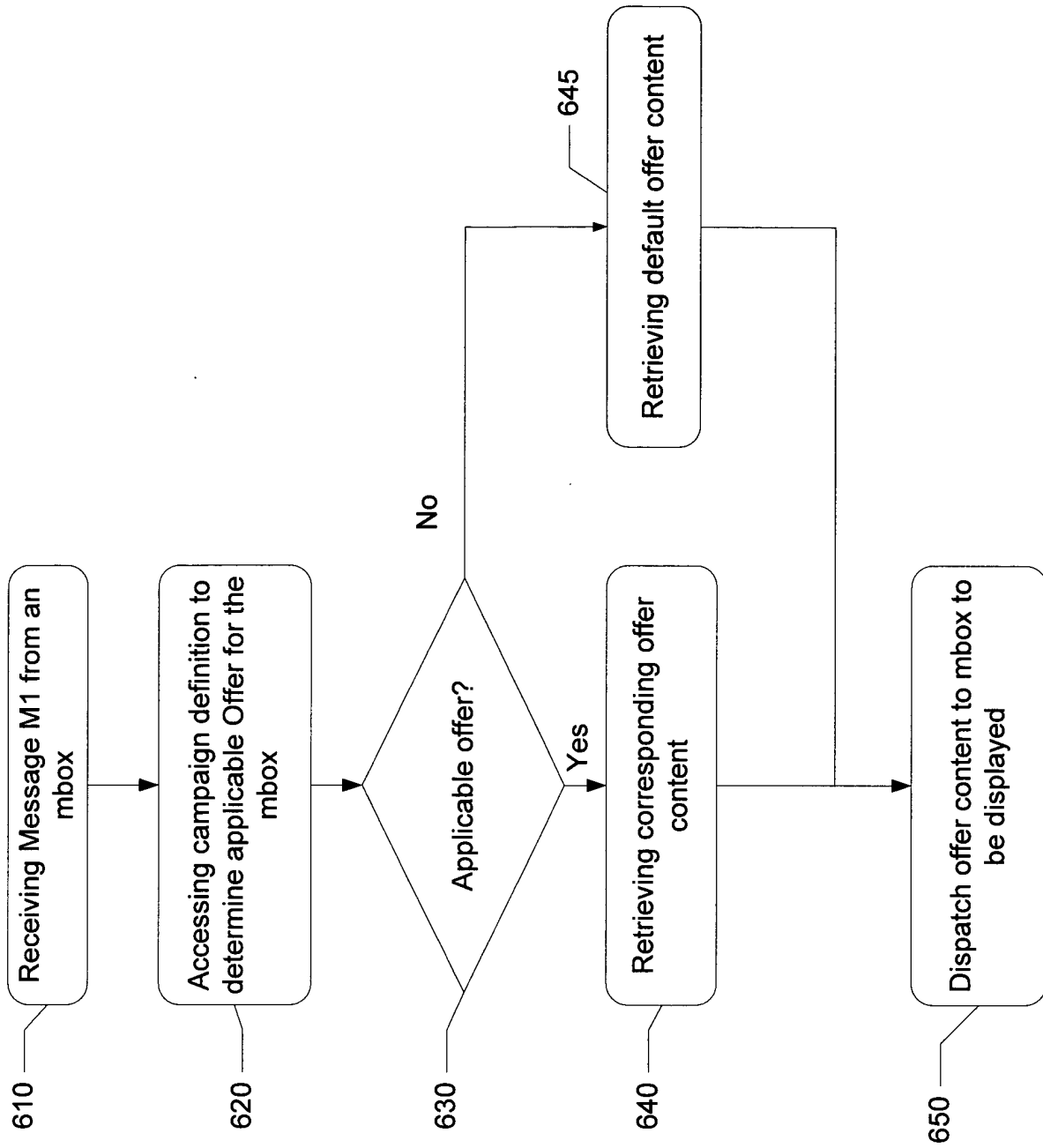
600

FIG. 6

Test Offers

http://m2.fortpoint.com/admin/home.do?action=edit&id=125 - Q- Google

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Test Offers

Show two competing Offers to a targeted audience and determine whether they purchased.
Choose the location, customer and other display variables target the Offer. Choose the A and B Offers, and decide what percentage of people will see Offer A. Choose the user action you will consider a successful completion of your Campaign.

What to name the campaign	When the campaign should run
90 - 10 Split Top Viewed on Product Page	Start: 1 6 2004 End: 1 6 2005

10 % of visitors will see Offer 1

Where to show your offer	What offer to show	Targeting actions
productPageTitle	Default Content (Offer 1)	target offer preview delete
productPage	Other Customer Favorites (Offer 2)	offer preview
productPage	Default Content (Offer 1)	target offer preview delete
	1 Week Top Nine Products (Offer 2)	offer preview

new mbox and offer

Which mbox records conversion Which values are important

orderConfirmPage specify values to listen for

How important the campaign is

Priority Low

save save and preview cancel

FIG. 7

Test Offers

http://m2.fortpoint.com/admin/home.do?action=edit&id=125 - Google

Owl FP Email Staples Order Yahoo! Mail M2 Rackspace AddYourOwn Google Adw. word Tools Enter Bug

Test Offers

What to name the campaign	When the campaign should run	
90 - 10 Split Top Viewed on Product Page	Start: 1 6 2004	2005
	End: 1 6 2005	
10 % of visitors will see Offer 1		
Where to show your offer	What offer to show	Targeting actions
productPageTitle	Default Content (Offer 1)	target preview delete
Offers		
Automated Product Suggestions		
Frequently Viewed Products		
1 Day Top Nine Products		
1 Week Top Nine Products		
Top Sellers		
sitewide cross-sell		
People who bought this...		
People who		
Top Sellers		
Top Sellers - Day		
Default Offers		
Default Content		
HTML Offers		
HTML Widget Offer		
Battle Ball		

FIG. 8

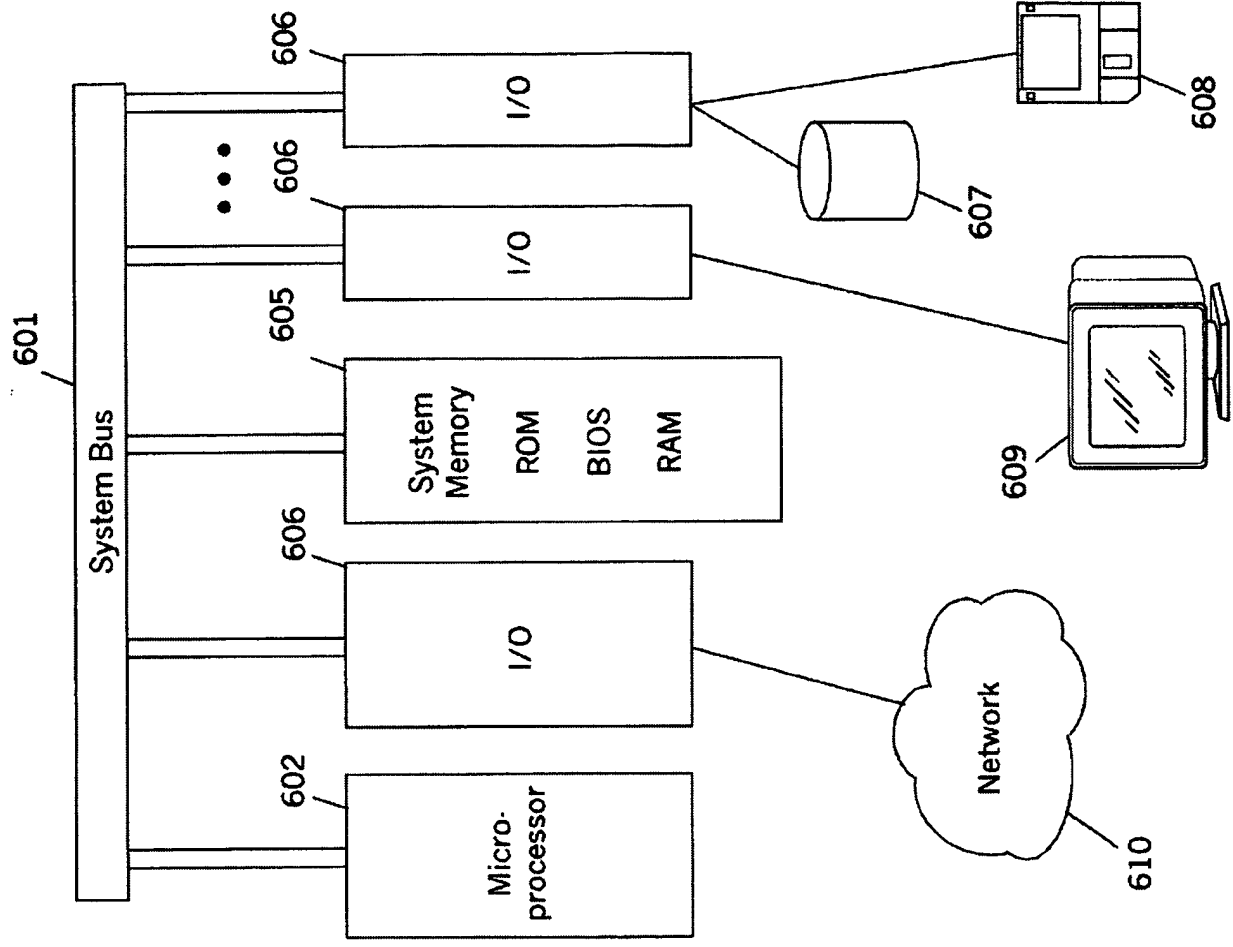


FIG. 9

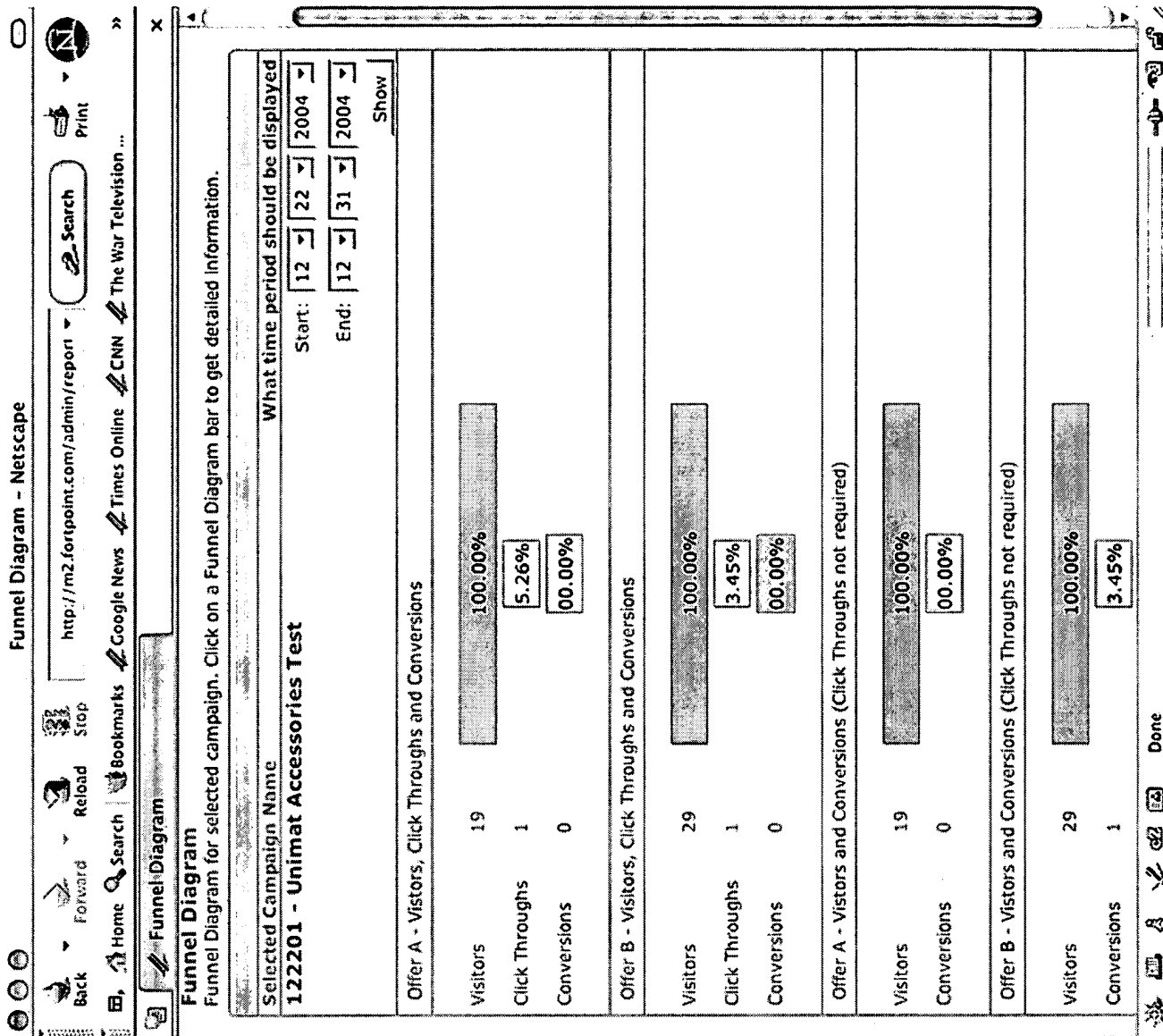


FIG. 10

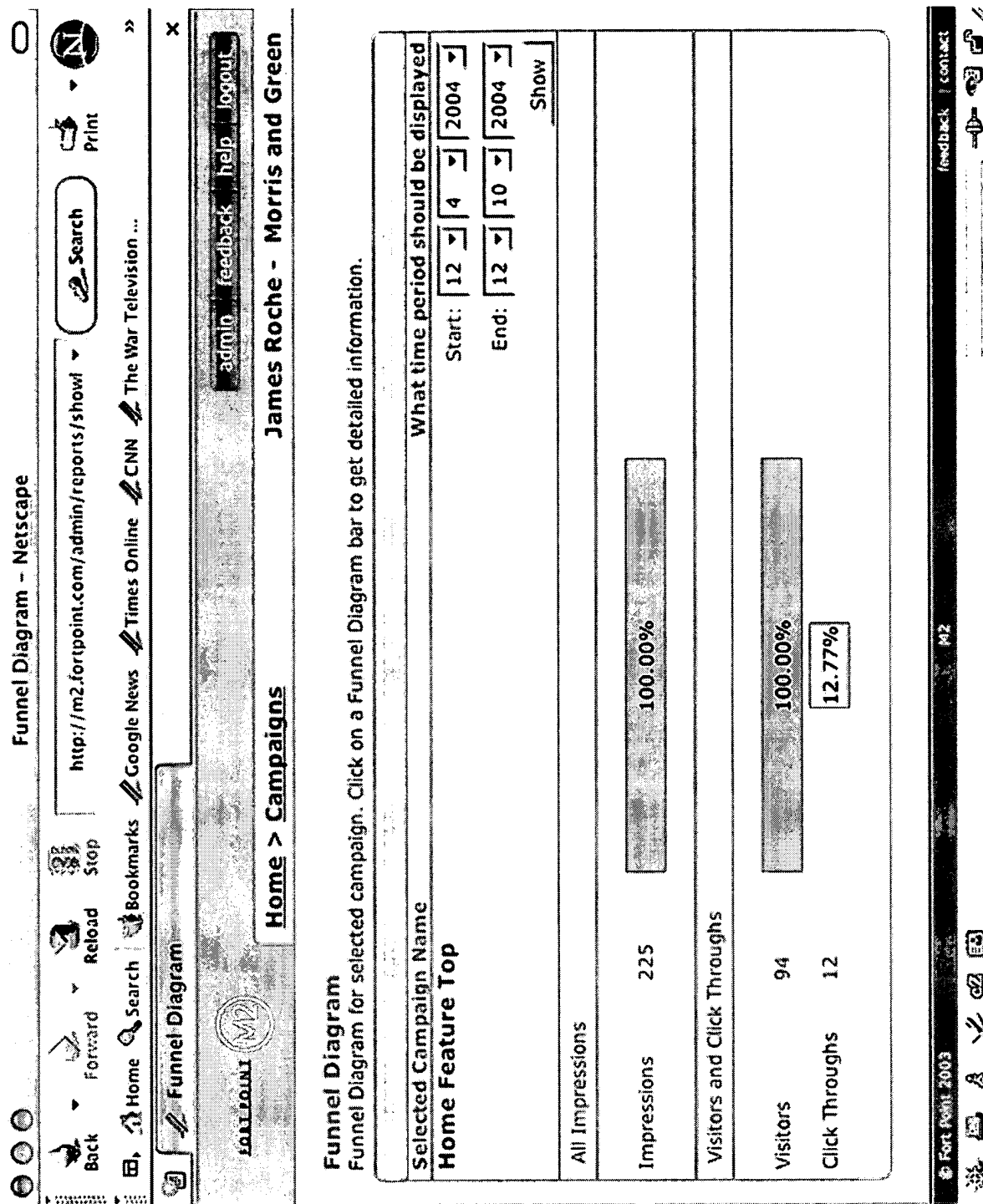


FIG. 11